

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

A.P. Tourism Promotion – Printing and Supply of Tourism Promotional Material Multicolor Posters, Scrolls, Brouchers and Bromide Frames using synthetic Vynil with top & bottom looping with PVC pipes and provided by thread for folding the hangout by M/s. Akshara Advertising, Limited, Hyderabad - Sanction of an amount of Rs.13,60,000/- (Rupees Thirteen Lakhs Sixty Thousand only) including taxes — Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt No. 1014

Date:17-12-2013
Read the following:

- 1. Minutes of the Meeting Dt:16-07-2013 of YAT& C (PMU) Department.
- 2. Govt.Lr.No.5267/PMU/PRO/2013-3, of YAT & C (PMU) Department, Dt.30-09-2013.
- 3. Bill No.ptg/045/13, from M/s. Akshara Advertising, Limited, Hyderabad, Dt.01-11-2013.

ORDER:

During a review meeting the Special Chief Secretary (Tourism) issues instructions for printing of AP Tourism Promotional Materials, it was also decided that (vide reference 1st read above), the department will print various forms of Tourism Promotional Materials such as posters, scrolls, flexes, Coffee Table Books, Bromide Frames etc.

2. Accordingly, all empanelled advertising agencies were invited for a meeting on 16-07-2013 along with their creatives. Upon extensive discussions it was decided that this department will distribute the works of preparation of AP Tourism promotion materials among all empanelled agencies. Accordingly, the selected posters and subjects were entrusted to different agencies that participated in the competition, prepared and submitted the creatives.

3. In the letter 2nd read above, the Government have entrusted work to M/s. Akshara Advertising, Limited, Hyderabad for Printing and Supply AP Tourism Promotional Material as detailed below:

Particulars	Posters (size 18x28')	Scrolls (size 6x3 ft)	Brouchers (size 11x16½ open 11x5½ closed)	Bromide Frames (size A3 with mounting)
(1)Mahavamala-wooden Craft of Tirupati Region	Multicolor Posters 500 No's@ Rs.170/- each=	Multicolor Scrolls 20 No's @ Rs.4850/- each =	Multicolor Brouchers 25000 No's @ Rs.5.40/- each =	Multicolor 200 No's @ Rs.1575/- each =
(2)Maypadu				
(3)Antarvedi	Rs.85,000/- x 5 posters each	Rs.97,000/- x 5 scrolls each	= Rs.1,35,000/-	=Rs.3,15,000/-
(4)Dashavataram	(25000 Nos) =	(100 Nos) =	Mypadu/Nellore	Madhavamal, Etikopaka Toys
(5)Etukopaka Toys	Rs.4,25,000/-	Rs.4,85,000/-		
Total cost=Rs.13,60,000/- (Rs.4,25,000/- + Rs.4,85,000/- +Rs.1,35,000/- + Rs.3,15,000/-)				

4. In the letter 3rd read above, M/s. Akshara Advertising, Limited, Hyderabad, has furnished bill for an amount of Rs.13,60,000/- (Rupees Thirteen Lakhs Sixty Thousand only) including taxes, towards Printing and Supply of Andhra Pradesh Tourism Promotional Material as detailed at Para (3) above and requested the Government for the payment.

(PTO)

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5. Government after careful examination of the matter, hereby accord sanction for an amount of Rs.13,60,000/- (Rupees Thirteen Lakhs Sixty Thousand only) including taxes, to M/s. Akshara Advertising, Limited, Hyderabad towards Printing and Supply of Andhra Pradesh Tourism Promotional Material.

6. The amount sanctioned at para-5 above shall be debited to the following Head of Accounts:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN, 11- Normal State Plan - SH (13)
– Miscellaneous expenditure – 500 - Other Charges - 503 - Other Expenditure”

7. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT&C Department shall draw the amount sanctioned at para-5 above and disburse the same to M/s. Akshara Advertising, Limited, Hyderabad, through following details:-

Account Name: Akshara Advertising, Ltd,
Name of the Bank: Axis Bank Ltd, Universal Insurance Bld.
Gr Floor, Sir P.M. Road, Fort Mumbai-400001.
Bank Branch: Mumbai Fort (MH)
Account No.: 910020047482542
IFSC Code: UTIB0000004
PAN No. : AAHCA2048Q

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To
M/s. Akshara Advertising, Limited, Hyderabad.
The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT&C
Department
The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.
Copy to:
The YAT&C (PMU – Claims) Department,
Sf/Sc .

//Forwarded:: By Order//

SECTION OFFICER